

cto

corporate training options

About Us

Our mission at CTO is empowering people through learning that drives lasting growth and organisational success.

With that focus, we provide high-quality, practical training designed to help individuals and organisations build skills, improve performance and adapt to an ever changing business environment.

With experienced trainers and flexible delivery options, CTO provides engaging, results-focused learning designed to strengthen capability and support long-term business success.

*“Hope is NOT a
Development Plan.”*

Beyond Customer Service

Other Customer Service Courses

- Calming Upset Customers
- Customer Service Excellence
- Telephone Courtesy & Customer Service Skills
- Call Centre Success - Essential Skills
- Handling Difficult People and Situations
- Customer Satisfaction
- Customer Service in the Information Age
- Professional Telephone Skills

*Skills that Win -
Build Teams that Win*

Contact Us

We would love to collaborate with you



training@cto.com.au



1300 667 660



www.cto.com.au

*Our trainers are located all across
Australia.*

cto

corporate training options

Customer Service: Beyond Customer Service

The Challenge

Acquiring new customers is expensive—retaining existing ones is far more profitable, yet most organisations focus on acquisition over retention. Customer loyalty doesn't happen by accident it requires deliberate strategies and programs that keep customers engaged long after the initial sale. Without a retention mindset, you are constantly working to replace churning customers rather than growing your business.

Elevate and Empower -
Educate

What you will Learn

- ✓ Understand the economics of customer retention vs. acquisition
- ✓ Design customer loyalty programs that actually drive repeat business
- ✓ Identify at-risk customers before they leave and implement win-back strategies
- ✓ Create touchpoints that keep your organisation in the customer's fore front.
- ✓ Use customer feedback to improve retention rates
- ✓ Build customer advocacy programs that turn satisfied customers into promoters
- ✓ Measure retention metrics and calculate customer lifetime value

Who should Attend

This strategic course is ideal for professionals responsible for customer retention, loyalty and long-term relationship management. Ideal participants include:

- Customer success and retention managers
- Marketing and CRM professionals
- Business owners and senior managers
- Account managers and relationship builders

Course Delivery

- Online via Microsoft Teams
- Onsite at your Workplace
- Hybrid (combination of both)

Duration

- Full Day Course

Group Sizes

Our prices are based on group sizes and not per person (the more the merrier)

- 1 - 3 trainees
- 4 - 15 trainees
- 16 - 20 trainees

Pre Requisites

None - Open to all

Course Modules

Module 1. The Retention Imperative - a profitable strategy

- The true cost of customer acquisition versus the compounding value of customer retention
- Why most organisations are structured around winning customers rather than keeping them
- The retention mindset shift — from transaction-focused thinking to relationship-focused thinking
- What a retention-first culture looks like in practice

Module 2. The Economics of Loyalty

- What customer lifetime value actually means and why it should inform service & retention decision
- Calculating the real financial impact of losing a customer — beyond the immediate lost sale
- How retention rates directly affect profitability
- Using lifetime value thinking to prioritise where your retention effort and investment should go

Module 3. Designing Loyalty Programs that actually drive repeat business

- Why most loyalty programs fail to create genuine loyalty and the design flaws behind them
- The difference between a program that rewards transactions & one that builds emotional connection
- The key elements of a loyalty program that customers value
- Tailoring your loyalty approach to your customer base, your industry and what they care about

Module 4. Identifying at-risk customers before they walk out the door

- The warning signs that a customer is disengaging — the behavioural signals most organisations miss
- Building an early detection system that flags at-risk customers
- Understanding why customers leave without telling you and what you can do about silent churn
- Prioritising your retention effort, not every at-risk customer requires the same response

Module 5. Win-Back Strategies - Recovering customer who have already left

- Why lost customers are not necessarily gone forever and when win-back is worth pursuing
- Understanding why the customer left before attempting to bring them back
- Crafting win-back approaches that acknowledge the breakdown without making hollow promises
- Measuring the success of win-back efforts and knowing when to stop investing

Module 6. Creating touchpoints that keep your organisation front of mind

- Why out of sight truly is out of mind and the deliberate touchpoint strategy that prevents it
- Mapping the customer journey to identify where meaningful connection opportunities are
- Designing touchpoints that add genuine value
- Staying consistently present across the customer lifecycle without becoming intrusive or irrelevant

Module 7. Using customer feedback to improve retention rates

- Why customer feedback is one of the most underused retention tools available
- Building feedback systems that capture honest responses
- Turning feedback data into actionable retention improvements rather than letting it sit in a report
- Closing the feedback loop with customers so they know their input was heard and acted upon

Module 8. Building customer advocacy - turning satisfied customers into promoters

- The difference between a satisfied customer and an advocate
- Why advocacy is the most credible and cost-effective growth strategy available
- Designing referral and advocacy programs that feel natural not transactional or awkward
- Identifying your most influential advocates and giving them tools & reasons to speak up for you

Module 9. Measuring what matters using retention metrics

- The key retention metrics every customer-focused organisation should be tracking
- Understanding churn rate, retention rate, Net Promoter Score and customer lifetime value
- Building a simple retention dashboard that gives you visibility over what is working and what is not
- Using data to make smarter, faster decisions about where to focus your retention effort and resources